



On Device Portals (ODP)

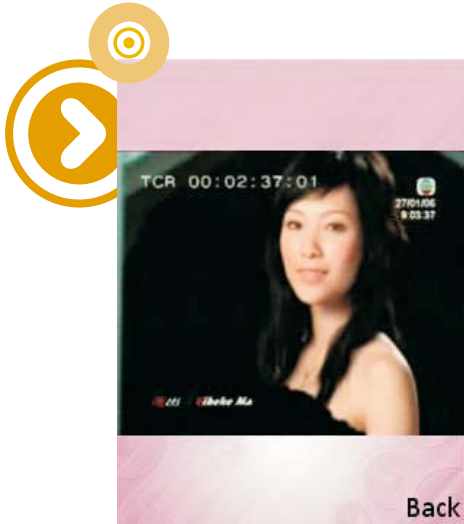
A unique solution to boost data services adoption.

Mobiquest's ODP framework enables media companies and service providers to rapidly deploy and manage rich media mobile applications that deliver an enhanced user experience.

Mobiquest's ODP framework embeds mobile advertising, wide handset support and management capabilities that increase profitability, lower cost of ownership and drive brand-awareness.

Key Benefits

- Generates data usage by improving usability
- Harmonized operator-branded user experience with tie-ins to existing portal, content and service offerings
- Flexible & extensible architecture supports partnerships (e.g. Google, eBay, YouTube, MySpace) and operator propositions (e.g. Music, Mobile TV)
- Branding and Advertising
- Enhanced customer relationships by greater interactivity



Generic Applications

ODP Rich Media

Enables users to experience download content, such as ringtones, games and videos offline. With On-Device, users can quickly access and download, as well as preview data services prior to purchase. Service Providers can customize their content offering via dynamic updating, designing a more attractive presentation and initiating marketing campaigns.

ODP information

Providing many of the same benefits as ODP Rich Media. Users can browse quickly through headlines and banners offline, and preview content / services before purchase, while operators can easily initiate varied marketing activities.

ODP Storefront

Dynamically updated and defined by the operator, the application enables users with links to easily navigate entire content offering, quickly access content and preview data services prior to purchase.

“Drive brand-awareness by enhancing user experience”



Mobile Advertisements

Customers interact with an advertisement to expand it, to view it, to close it, to fill in a form, to receive dynamic data, to launch an audio/video clip, etc. Advertisements are linked to the corresponding Rich Media service or WAP page, or call-center.

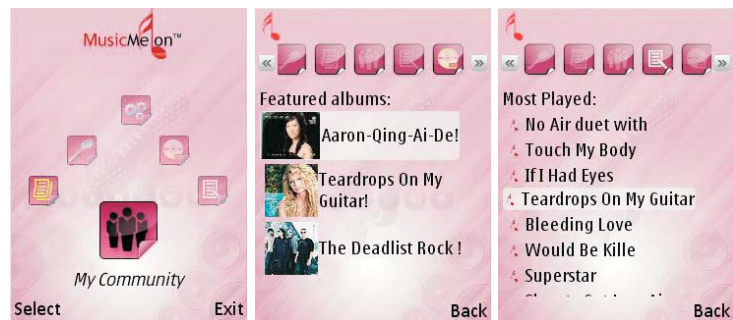
With their behavior is tracked using a unique identifier to generate ad statistics and revenue (CPM/CPC). Customer profiles are built using customer tracking or by offering opt-in choices whereby the customer elects to receive targeted ads related to his/her interests.



Ready modules for
popup full screen advertisements
or actionable advertisements
(leading to purchases, surveys etc.)

Music Portal

Music Portal gives consumers flexibility of listening and downloading music anywhere and anytime, supporting both subscription or pay per download models. Stores downloaded tracks on the phone's internal or removable memory and these including all related meta-data are fully backed up so that if a user's mobile is stolen, lost or upgraded, the replacement handset will automatically restore the customer's music, play lists, friends and references to the replacement handset. Music Portal also supports advertising based on user profile and integrated with third-party ad servers.



Supports subscription and
pay per download models

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